



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Marketing-Information Management
/ Promotion

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature of sport marketing.
- Explain the concept of market and market identification.
- Develop a marketing plan.
- Explain advertising media used in the sport/event industries.
- Describe the use of technology in the promotion function.
- Write promotional messages that appeal to targeted markets.
- Develop viral sport/event marketing strategies.

CASE STUDY SITUATION

You are to assume the roles of marketing managers for the SOUTH CITY STARS, a professional soccer team. The owner of the SOUTH CITY STARS (judge) has asked you to develop a marketing strategy and slogan to reach a target market.

Soccer spectators are actually consumers purchasing a service—the soccer game. The ultimate business goal for a soccer team is to sell the maximum number of tickets, and other related sporting items, to maximize profits. To continue to exist, a successful soccer franchise must make a profit for investors, owners and sponsors. The oil that keeps the franchise running smoothly is the fans, who provide most of the revenue. Soccer franchises, sponsors and advertisers are all dependent on the goodwill of a team's fans.

The owner (judge) believes that a largely ignored group of fans is the women who compose 30 percent of the team's market. Research shows that today's female consumers have more purchasing power than ever, but traditional methods of marketing to stereotypes are failing. The market research that you already conducted indicates that the SOUTH CITY STARS' core market can be described as follows:

- 18–34 years old
- 70% male; 30% female
- technologically savvy
- values innovation and emerging technologies
- highly mobile

The owner (judge) has asked your team to develop a marketing strategy and slogan that will effectively reach the team's female fans. In an era where sponsorship revenues are decreasing and television rights fees are also shrinking, your plan should include innovative media and technologies, not just television.

You will present your strategy and slogan to the owner (judge) in a meeting to take place in the conference room of the team's headquarters. The owner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your strategies and slogan and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of the SOUTH CITY STARS, a professional soccer team. You have asked your team of marketing managers (participant team) to develop a marketing strategy and slogan to reach a target market.

Soccer spectators are actually consumers purchasing a service—the soccer game. The ultimate business goal for a soccer team is to sell the maximum number of tickets and other related sporting items to maximize profits. To continue to exist, a successful soccer franchise must make a profit for investors, owners and sponsors. The oil that keeps the franchise running smoothly is the fans, who provide most of the revenue. Soccer franchises, sponsors and advertisers are all dependent on the goodwill of a team's fans.

You believe that a largely ignored group of fans is the women who compose 30 percent of the team's market. Research shows that today's female consumers have more purchasing power than ever, but traditional methods of marketing to stereotypes are failing. The market research that you already conducted indicates that the SOUTH CITY STARS' core market can be described as follows:

- 18–34 years old
- 70% male; 30% female
- technologically savvy
- values innovation and emerging technologies
- highly mobile

You have asked your marketing managers (participant team) to develop a marketing strategy and slogan that will effectively reach the team's female fans. In an era where sponsorship revenues are decreasing and television rights fees are also shrinking, their plan should include innovative media and technologies, not just television.

The marketing managers (participants) will present their strategy and slogan to you in a meeting to take place in the conference room of the team's headquarters. You will begin the meeting by greeting the marketing managers (participants) and asking to hear their ideas.

After the marketing managers (participant team) have presented their strategy and slogan, you are to ask the following questions of each participant team:

1. How do you think male fans will respond to the new campaign?
2. Are there other ways to segment our market?

Once the marketing managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series direct.

We thank you for your help.

JUDGE'S EVALUATION FORM
STDM
STATE EVENT 2010

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Explain the nature of sport marketing?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the concept of market and market identification?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Develop a marketing plan?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain advertising media used in the sport/event industries?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Describe the use of technology in the promotion function?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Write promotional messages that appear to targeted markets?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Develop viral sport/event marketing strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION		Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____